INDEX
VOLUME VIII
1977

ARTICLES

"Accounting Measures And Economic Analysis Of Reasonable Profitability On Government Defense Contracts: Part II."
Thomas G. Marx. Fall, pp. 7-15.

"Accounting — Quo Vadis?"
Sidney Davidson. Winter, pp. 7-10.

"A Look Inside The 'Wrapper'."
Walter L. Eckardt, Jr. Spring, pp. 45-49.

"An Appraisal Of Faculty Sentiments On Collective Bargaining In A Higher Education Institution."
Ahalya Krishnan and Rama Krishnan. Fall, pp. 56-62.

"An Effective Merchandise Control System."
Lal C. Jagetia. Summer, pp. 47-50.

"An Empirical Test Of The Effect Of Political Fragmentation Upon Municipal Expenditures."
Ronald C. Braswell. Winter, pp. 25-30.

"Contingent Payment Obligations."
John A. Yeakel. Summer, pp. 7-10.

"Economic Determinants Of Fertility."
R. E. Peterson and Daniel Lee. Summer, pp. 25-30.

"Educational Achievement And Inequity Of Rewards: A Survey Of M.B.A. Graduates."
Richard A. Kaimann and Daniel Robey. Winter, pp. 36-42.

"Establishing A Modified DOW Theory For Canada And Testing Its Buy And Sell Signals Against A Buy And Hold Strategy."
Halim I. Bishara. Winter, pp. 43-51.

"Euro-Dollar Growth And U.S. Monetary Policy."
Paul Schnitzel. Fall, pp. 33-38.

"Intercounty Net Migration In Ohio, Prospective Unemployment and Local Public Sector Returns: An Econometric Analysis."
Robert Premus and Robert Weinstein. Summer, pp. 31-36.

"Investigation Of Venture Task Forces."
Dan T. Dunn, Jr. Winter, pp. 11-15.

"Legal Guidelines Of Reasonable Profitability On Government Defense Contracts: Part I."
Thomas G. Marx. Summer, pp. 11-14.

"Ownership Levels, Acquisition And Disposition Channels Of Selected Consumer Durable Used-Goods."
Dean S. Roussos and Leonard J. Konopa. Spring, pp. 30-34.

"Profit Optimization: A Paradigm For Risk Reduction."
Bruce Gunn. Spring, pp. 14-22.

"Risk And The Required Rate Of Return In the Electric Utility Industry."
Donald R. Fraser and R. Malcolm Richards. Spring, pp. 41-44.

"Science And Technology Cooperation Agreements With the USSR."
Julius M. Blum and Erika Wallington. Summer, pp. 15-20.

"Shopping Centre Managers: The Canadian Experience."
John Dart. Summer, pp. 37-42.

"The Business View Of The Agency For Consumer Advocacy."
William A. Staples. Winter, pp. 22-24.

"The Effect Of The Inventory Tax On The Location Of Wholesalers."
Loren C. Scott. Winter, pp. 31-35.

"The MBA and Job Performance: Evidence From Appraisals."
Theodore T. Herbert. Spring, pp. 35-40.

"The Motivation Of Government Administrators Within A Closed Climate."
Steven H. Appelbaum. Fall, pp. 26-32.

"The Perspective Of A Municipal Linked Deposits Program."
Richard A. Kaimann. Spring, pp. 23-29.

"The Reinvestment Rate Problem In Capital Budgeting."
Burton Schaffer and D. Ordell Calkins. Summer, pp. 43-46.

"The Relationship Between Perceptions Of Success And Subordinate Ratings Of Management."
J. Kenneth Matejka, J. Donald Weinrauch, and Michael K. McCuddy. Spring, pp. 50-52.

"The Role Of The Manager In A Modified Free Enterprise Economy."
Charles P. Edmonds and John H. Hand. Fall, pp. 39-42.

"The Use Of Fear Messages In Advertising."
Clifford Elliott and G. Creighton Frampton. Winter, pp. 16-21.

"U.S. Foreign Economic Policy: A Forward Look."
Wilbur F. Monroe and Walter Krause. Spring, pp. 7-13.

"VAT: The Economic Issues."
Elmer R. Gooding and Louis H. Grossman. Fall, pp. 43-50.

"Water Is Industry's Lifeblood."
André van Dam. Summer, pp. 21-24.

"Women Executives: Their Educational Needs In Marketing."
Patrick E. Murphy and Gene R. Laczniak. Fall, pp. 51-55.

"When Marketers Cope With Moral Pollution: The Case of Sex Content In Movies."
Marvin A. Jolson, Gary T. Ford and Rolph E. Anderson. Fall, pp. 16-25.

INDEX
VOLUME VIII
1977

ARTICLES

"Accounting Measures And Economic Analysis Of Reasonable Profitability On Government Defense Contracts: Part II."
Thomas G. Marx. Fall, pp. 7-15.

"Accounting — Quo Vadis?"
Sidney Davidson. Winter, pp. 7-10.

"A Look Inside The 'Wrapper'."
Walter L. Eckardt, Jr. Spring, pp. 45-49.

"An Appraisal Of Faculty Sentiments On Collective Bargaining In A Higher Education Institution."
Ahalya Krishnan and Rama Krishnan. Fall, pp. 56-62.

"An Effective Merchandise Control System."
Lal C. Jagetia. Summer, pp. 47-50.

"An Empirical Test Of The Effect Of Political Fragmentation Upon Municipal Expenditures."
Ronald C. Braswell. Winter, pp. 25-30.

"Contingent Payment Obligations."
John A. Yeakel. Summer, pp. 7-10.

"Economic Determinants Of Fertility."
R. E. Peterson and Daniel Lee. Summer, pp. 25-30.

"Educational Achievement And Inequity Of Rewards: A Survey Of M.B.A. Graduates."
Richard A. Kaimann and Daniel Robey. Winter, pp. 36-42.

"Establishing A Modified DOW Theory For Canada And Testing Its Buy And Sell Signals Against A Buy And Hold Strategy."
Halim I. Bishara. Winter, pp. 43-51.

"Euro-Dollar Growth And U.S. Monetary Policy."
Paul Schnitzel. Fall, pp. 33-38.

"Intercounty Net Migration In Ohio, Prospective Unemployment and Local Public Sector Returns: An Econometric Analysis."
Robert Premus and Robert Weinstein. Summer, pp. 31-36.

"Investigation Of Venture Task Forces."
Dan T. Dunn, Jr. Winter, pp. 11-15.

"Legal Guidelines Of Reasonable Profitability On Government Defense Contracts: Part I."
Thomas G. Marx. Summer, pp. 11-14.

"Ownership Levels, Acquisition And Disposition Channels Of Selected Consumer Durable Used-Goods."
Dean S. Roussos and Leonard J. Konopa. Spring, pp. 30-34.

"Profit Optimization: A Paradigm For Risk Reduction."
Bruce Gunn. Spring, pp. 14-22.

"Risk And The Required Rate Of Return In the Electric Utility Industry."
Donald R. Fraser and R. Malcolm Richards. Spring, pp. 41-44.

"Science And Technology Cooperation Agreements With the USSR."
Julius M. Blum and Erika Wallington. Summer, pp. 15-20.

"Shopping Centre Managers: The Canadian Experience."
John Dart. Summer, pp. 37-42.

"The Business View Of The Agency For Consumer Advocacy."
William A. Staples. Winter, pp. 22-24.

"The Effect Of The Inventory Tax On The Location Of Wholesalers."
Loren C. Scott. Winter, pp. 31-35.

"The MBA and Job Performance: Evidence From Appraisals."
Theodore T. Herbert. Spring, pp. 35-40.

"The Motivation Of Government Administrators Within A Closed Climate."
Steven H. Appelbaum. Fall, pp. 26-32.

"The Perspective Of A Municipal Linked Deposits Program."
Richard A. Kaimann. Spring, pp. 23-29.

"The Reinvestment Rate Problem In Capital Budgeting."
Burton Schaffer and D. Ordell Calkins. Summer, pp. 43-46.

"The Relationship Between Perceptions Of Success And Subordinate Ratings Of Management."
J. Kenneth Matejka, J. Donald Weinrauch, and Michael K. McCuddy. Spring, pp. 50-52.

"The Role Of The Manager In A Modified Free Enterprise Economy."
Charles P. Edmonds and John H. Hand. Fall, pp. 39-42.

"The Use Of Fear Messages In Advertising."
Clifford Elliott and G. Creighton Frampton. Winter, pp. 16-21.

"U.S. Foreign Economic Policy: A Forward Look."
Wilbur F. Monroe and Walter Krause. Spring, pp. 7-13.

"VAT: The Economic Issues."
Elmer R. Gooding and Louis H. Grossman. Fall, pp. 43-50.

"Water Is Industry's Lifeblood."
André van Dam. Summer, pp. 21-24.

"Women Executives: Their Educational Needs In Marketing."
Patrick E. Murphy and Gene R. Laczniak. Fall, pp. 51-55.

"When Marketers Cope With Moral Pollution: The Case of Sex Content In Movies."
Marvin A. Jolson, Gary T. Ford and Rolph E. Anderson. Fall, pp. 16-25.

AUTHORS

Anderson, Rolph E., Jolson, Marvin A., and Ford, Gary T. "When Marketers Cope With Moral Pollution: The Case Of Sex Content In Movies." Fall, pp. 16-25.

Appelbaum, Steven H. "The Motivation Of Government Administrators Within A Closed Climate." Fall, pp. 26-32.

Bishara, Halim I. "Establishing A Modified DOW Theory For Canada And Testing Its Buy And Sell Signals Against A Buy and Hold Strategy." Winter, pp. 43-51.

Blum, Julius M. and Wallington, Erika. "Science And Technology Cooperation Agreements With The USSR." Summer, pp. 15-20.

Braswell, Ronald C. "An Empirical Test Of The Effect Of Political Fragmentation Upon Municipal Expenditures." Winter, pp. 25-30.

Calkins, D. Ordell and Schaffer, Burton. "The Reinvestment Rate Problem In Capital Budgeting." Summer, pp. 43-46.

Dart, John. "Shopping Centre Managers: The Canadian Experience." Summer, pp. 37-43.

Davidson, Sidney, "Accounting — Quo Vadis?" Winter, pp. 7-10.

Dunn, Dan T., Jr. "Investigation Of Venture Task Forces." Winter, pp. 11-15.

Eckardt, Walter L., Jr. "A Look Inside The 'Wrapper'." Spring, pp. 45-49.

Edmonds, Charles P. and Hand, John H. "The Role Of The Manager In A Modified Free Enterprise Economy." Fall, pp. 39-42.

Elliott, Clifford and Frampton, G. Creighton. "The Use Of Fear Messages In Advertising." Winter, pp. 16-21.

Ford, Gary T., Anderson, Rolph E., and Jolson, Marvin A. "When Marketers Cope With Moral Pollution: The Case Of Sex Content In Movies." Fall, pp. 16-25.

Frampton, G. Creighton and Elliott, Clifford. "The Use Of Fear Messages In Advertising." Winter, pp. 16-21.

Fraser, Donald R. and Richards, R. Malcolm. "Risk And The Required Rate Of Return In The Electric Utility Industry." Spring, pp. 41-44.

Gooding, Elmer R. and Grossman, Louis H. "VAT: The Economic Issues." Fall, pp. 43-50.

Grossman, Louis H. and Gooding, Elmer R. "VAT: The Economic Issues." Fall, pp. 43-50.

Gunn, Bruce. "Profit Optimization: A Paradigm For Risk Reduction." Spring, pp. 14-22.

Hand, John H. and Edmonds, Charles P. "The Role Of The Manager In A Modified Free Enterprise Economy." Fall, pp. 39-42.

Herbert, Theodore T. "The MBA And Job Performance: Evidence From Appraisals." Spring, pp. 35-40.

Jagetia, Lal C. "An Effective Merchandise Control System." Summer, pp. 47-50.

Jolson, Marvin A., Anderson, Rolph E., and Ford, Gary T. "When Marketers Cope With Moral Pollution: The Case Of Sex Content In Movies." Fall, pp. 16-25.

Kaimann, Richard A. "The Perspective Of A Municipal Linked Deposits Program." Spring, pp. 23-29.

Kaimann, Richard A. and Robey, Daniel. "Educational Achievement And Inequity Of Rewards: A Survey Of M.B.A. Graduates." Winter, pp. 36-42.

Konopa, Leonard J. and Roussos, Dean S. "Ownership Levels, Acquisition And Disposition Channels Of Selected Consumer Durable Used-Goods." Spring, pp. 30-34.

Krause, Walter and Monroe, Wilbur F. "U.S. Foreign Economic Policy: A Forward Look." Spring, pp. 7-13.

Krishnan, Ahalya and Krishnan, Rama. "An Appraisal Of Faculty Sentiments On Collective Bargaining In A Higher Education Institution." Fall, pp. 56-62.

Krishnan, Rama and Krishnan, Ahalya, "An Appraisal Of Faculty Sentiments On Collective Bargaining In A Higher Education Institution." Fall, pp. 56-62.

Laczniak, Gene R. and Murphy, Patrick E. "Women Executives: Their Educational Needs In Marketing." Fall, pp. 51-55.

Lee, Daniel and Peterson, R. E. "Economic Determinants Of Fertility." Summer, pp. 25-30.

Marx, Thomas G. "Legal Guidelines Of Reasonable Profitability On Government Defense Contracts: Part I." Summer, pp. 11-14.

Marx, Thomas G. "Accounting Measures and Economic Analysis Of Reasonable Profitability On Government Defense Contracts: Part II." Fall, pp. 7-15.

Matejka, J. Kenneth, McCuddy, Michael K., and Weinrauch, J. Donald. "The Relationship Between Perceptions Of Success And Subordinate Ratings Of Management." Spring, pp. 50-52.

McCuddy, Michael K., Matejka, J. Kenneth, and Weinrauch, J. Donald. "The Relationship Between Perceptions Of Success And Subordinate Ratings Of Management, Spring, pp. 50-52.

Monroe, Wilbur F. and Krause, Walter. "U.S. Foreign Economic Policy: A Forward Look." Spring, pp. 7-13.

Murphy, Patrick E. and Laczniak, Gene R. "Women Executives: Their Educational Needs in Marketing." Fall, pp. 51-55.

Peterson, R. E. and Lee, Daniel. "Economic Determinants Of Fertility." Summer, pp. 25-30.

Premus, Robert and Weinstein, Robert. "Intercounty Net Migration In Ohio, Prospective Unemployment And Local Public Sector Returns: An Econometric Analysis." Summer, pp. 31-37.

Richards, R. Malcolm and Fraser, Donald R. "Risk And The Required Rate Of Return In The Electric Utility Industry." Spring, pp. 41-44.

Robey, Daniel and Kaimann, Richard A. "Educational Achievement And Inequity Of Rewards: A Survey Of M.B.A. Graduates." Winter, pp. 36-42.

Roussos, Dean S. And Konopa, Leonard J. "Ownership Levels, Acquisition And Disposition Channels Of Selected Consumer Durable Used-Goods." Spring, pp. 30-34.

Schaffer, Burton and Calkins, D. Ordell. "The Reinvestment Rate Problem In Capital Budgeting." Summer, pp. 43-46.

Schnitzel, Paul. "Euro-Dollar Growth And U.S. Monetary Policy." Fall, pp. 33-38.

Scott, Loren C. "The Effect Of The Inventory Tax On The Location Of Wholesalers." Winter, pp. 31-36.

Staples, William A. "The Business View Of The Agency For Consumer Advocacy." Winter, pp. 22-24.

van Dam, André. "Water Is Industry's Lifeblood." Summer, pp. 21-24.

Wallington, Erika and Blum, Julius M. "Science And Technology Cooperation Agreements With The USSR." Summer, pp. 15-20.

Weinrauch, J. Donald, Matejka, J. Kenneth and McCuddy, Michael K. "The Relationship Between Perceptions Of Success And Subordinate Ratings Of Management." Spring, pp. 50-52.

Weinstein, Robert and Premus, Robert. "Intercounty Net Migration In Ohio, Prospective Unemployment and Local Public Sector Returns: An Econometric Analysis." Summer, pp. 31-36.

Yeakel, John A. "Contingent Payment Obligations." Summer, pp. 7-10.